

Criteria Definitions for Alternative Transportation Marketing

Scoring Criteria 1: Qualifications/Expertise of Firms on Team

Min pts 0 : Max pts 30

Include the following items:

- A. Three case studies demonstrating your project team's ability to provide comprehensive consumer marketing programs, including:
 1. Consumer market research, including research to measure the effectiveness of the marketing program
 2. Strategic plans for marketing campaigns
 3. Brand management
 4. Consumer advertising creative
 5. Media purchasing and placement
 6. Cooperative promotions and
 7. Public relations support
- B. A list showing all firms on your proposed team and indicating which firm(s) will provide the expertise needed for 1–7 above
- C. Confirmation of the availability of key staff and resources for each firm on the proposed project team

Scoring Criteria 2: Qualifications of Proposed Project Manager(s)

Min pts 0 : Max pts 15

Provide up to three examples demonstrating the proposed project manager's experience on WSDOT or similar projects.

Scoring Criteria 3: Key Team Members Qualifications (Prime Consultant and Sub-Consultants)

Min pts 0 : Max pts 15

Provide up to three examples demonstrating the key team members' experience on WSDOT or similar projects.

Scoring Criteria 4: Firm's Project Management System (Prime Consultant Only)

Min pts 0: Max pts 10

Include descriptions of the following aspects of your firm's project management system:

- Tracking system(s) to monitor the project's budget and/or scope
- Process for interacting with your internal project team, and
- Ability to interact with your client

Scoring Criteria 5: References/Past Performances (Prime Consultant Only)

Min pts 0 : Max pts 10

Provide reference information for a minimum of three (3) with a maximum of five (5) similar projects in the last three (3) years.

Scoring Criteria 6: Cost Factors (Prime Consultant and Sub-Consultants)

Min pts 0 : Max pts 20

Include the following items:

- Overhead rates: Overhead rate with supporting overhead schedule for the most current fiscal year;
- Direct (raw) labor costs: Listing of all proposed personnel with associated direct (raw) labor costs;
- Profit: Proposed fee based on direct (raw) labor costs, between 17% and 35%. Please see the "Consultant Fee Calculation Worksheet."